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Step Last
Photoplay (2) reels
Author of Photoplay
Christie Film Co., Inc. USA

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JAN 19 1925

PRESS SHEET

Christie Comedies

"STEP FAST"



with **Jimmie Adams**

Directed by Harold Beaudine



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U.S.A.

1164

THIS ONE WILL MAKE 'EM LAUGH AS THEY NEVER LAUGHED BEFORE

"Step Fast" Sure To Put a Strain On The Laughing Abilities of Your Patrons

Just how much laughter can your patrons stand?

Unless they're used to seeing rip-snorting comedies and are in the best of laughing condition, this comedy is going to put a strain on their laughing apparatus.

Christie has been putting more and more speed and comedy into his pictures for the past year and "Step Fast" is one of the fastest and funniest he has yet produced. The whole action of the comedy takes place in less than an hour—but there's enough funny stuff crowded into the two reels of action to make it one of the exceptionally good comedies of the year.

Jimmie Adams is starred in a fast-action plot. He has to get married in less than an hour's time—and there are no less than three villains trying their best to prevent the ceremony. This situation furnishes the speed and the laughs just naturally come in flocks. "Step Fast" is a comedy you and your patrons are going to vote one of the best you have ever seen.

The Story

At the reading of the will, Cousin George is to get all of his Uncle's money—provided he is married by twelve o'clock on the same day as the reading of the will. The three cousins are villains and have just been cut off without a cent unless George fails to make good the terms. George has just one hour to put it over.

George gets the parents' consent and then goes home to get all ready for the wedding. The cousins have him quarantined with a small-pox sign. He calls Vera on the phone, makes up as a doctor and escapes. The father has instructed the butler to admit no strangers because they have narrowly escaped Vera's being kidnapped by one of the villains, so when George arrives in disguise he is thrown out several times.

When all is set for the wedding one of the cousins is discovered made up as a minister. Then another cousin enters dressed as a woman and claims to be George's deserted wife. When "she" is exposed by losing her skirt, the villains set smoke pots in the chimney and windows and practically stop the wedding with a fire scare. The wedding troupe moves to another room and the bride is lost in the smoke.

After she has been rescued the real minister is lost. After he is rescued his glasses are lost and he can't read the ceremony. He finally ends up at one minute to twelve conducting the ceremony on the roof while reading the words with a pair of binoculars from the distance of the street below while the fire department drowns the villains on the front lawn.



JIMMIE ADAMS in
EDUCATIONAL-CHRISTIE COMEDIES

For Electro Order No. 3414-E

For Mat (Free) Order No. 3414-M

WHAT OTHERS SAY About Recent Christie Comedies

"Savage Love—a Christie Comedy with Jimmie Adams.—Fine, new, snappy comedy. This year's stuff is sure the goods."

C. H. Moulton, Bijou Theatre,
Beach, N. Dak.
(From Exhibitors Herald)

WHO'S WHO in "Step Fast"

George JIMMIE ADAMS

Vera Vera Steadman

The three } Bill Irving
Cousins } Billy Bletcher
 } Budd Fine

Directed by Harold Beaudine

EXPLOITATION

You are paying for the frontage your theatre uses on the thoroughfare on which it stands. The busier the thoroughfare, the more the property costs you, either in investment or in rent.

The same is true of any store. Fifth Avenue, New York, stores pay a high price per foot. It is worth it, though, for thousands pass by the stores every hour.

These merchants utilize every inch of their window for display purposes. They use their windows to show samples of their wares to the thousands in the streets. Are you using your valuable frontage to the same good advantage?

Your lobby is your show-window. Your billboards and your screen are valuable display space for your merchandise, which is a program of entertainment.

Advertise your program one hundred percent by including the accessories on the Short Subjects in your display spaces. They are part of your stock-in-trade. Don't overlook them.

PARAGRAPHS For Your Program

Jimmie Adams, Vera Steadman and a big Christie cast in "Step Fast"—two riotous reels of fun.

Added comedy attraction—Jimmie Adams in a side-splitting Christie Comedy, "Step Fast." It's a real comedy treat.

You'll have to step fast to keep up with the speed and fun in "Step Fast," the latest Educational-Christie Comedy with Jimmie Adams.

Step Fast! or you'll miss one of the funniest comedies of the year—"Step Fast," a Christie Comedy with Jimmie Adams.

He had to step fast to save the fortune. See "Step Fast" with Jimmie Adams doing the stepping in a new Christie Comedy.

WHERE THERE'S A WILL THERE'S FUNNY BUSINESS

Race For Inheritance Provides Lots of Fun in "Step Fast"

(Newspaper review for use after showing of picture)

Where there's a will—there's generally a way to break it, is the revised version of the old saying. There's generally a lot of funny business about it too—especially if the attempted will-breaking is done in a Christie Comedy such as "Step Fast" which is showing at the Theatre.

Jimmie Adams is starred in "Step Fast." He's seen as the lucky heir to his uncle's fortune—provided he can manage to get married before noon. If he can't manage—well, his three cousins get the uncle's money.

Now the three cousins are rascals, one and all, and they nefariously plot to prevent Jimmie from committing matrimony—at least until after twelve o'clock noon on this day. There is only an hour to get the nuptials over with—and Jimmie hasn't even asked Vera whether she'd consider becoming Mrs. Jimmie. When Vera hears of the inheritance, she says "Yes, indeed!" and then the fun starts.

The cousins spring into instant action. Desperate Desmond at his best—or worst, if you prefer it that way—never had anything on these cousins. They keep poor Jimmie on the hop and as a final act attempt to smoke out the wedding party.

But, as in all good movies, virtue triumphs—at one minute to noon, the nuptial knot is securely tied and the villains are completely foiled.

Funny? We'll say it is!

FAST STEPPING IN "STEP FAST"

(Newspaper review for use after showing of picture)

"Step Fast" is the appropriate title given to the Educational-Christie Comedy which is causing riots of laughter at the Theatre this week.

Jimmie Adams is the star which means that he does most of the fast stepping. He is forced to step fast for there are three villains on his trail trying to cheat him out of a fortune and they come within a minute of doing it.

Although the proceedings are anything but comical to Jimmie, the picture is one of the funniest seen on local screens in some time.

FAST ACTION COMEDIES CONTAIN MORE FUN THAN OTHERS, SAYS STAR



JIMMIE ADAMS
and
VERA STEADMAN
in a scene from
"STEP FAST"

For Electro Order No. 3514-E
For Mat (Free) Order No. 3514-M

THREE VILLAINS AND ONE HEE-RO

(Newspaper review for use after showing of picture)

The average comedy or drama too, for that matter, is content with only one villain, but "Step Fast," the Educational-Christie Comedy which will be at the Theatre has no less than three wicked will-uns!

Jimmie Adams is starred, and of course is the hee-ro. Jimmie inherits a pile of money—provided he can be married by noon, and that makes his three cousins the desperate villains for the time being, for they will get the money if Jimmie can't get married by noon. The rascals plot against Jimmie with fiendish and funny ingenuity but of course Jimmie foils the amateur Desperate Desmonds.

Jimmie will be supported by Vera Steadman, as his fiancée and the three villains are Billy Bletcher, Bill Irving and Budd Fine. The comedy was directed by Harold Beaudine.

Speed In Pictures In Line With Modern Inventions

(Prepared as advance publicity story)

Speed, says Jimmie Adams, star in the Educational-Christie Comedy "Step Fast" which will be at the Theatre is the essence of modern progress.

"Almost every invention of note in the last half-century has had to do with the conservation of time," says Adams. "The telegraph, telephone, automobile, airplane, the fast ocean steamship and the radio—all of these inventions enable people to save time."

"Motion pictures are also big time-savers, though few people regard them as such. The story of a long book can be told on the screen in much shorter time than it is possible to read the book. In the rush to save time, people demand speed in their amusements."

"Speed in comedy is just as welcome and even more essential than speed in dramatic pictures. More amusement can be encompassed by two reels of fast comedy action now than it was possible to include in the same time a few years back. In 'Step Fast' for instance, a complete story is told in half an hour—in about the same period of time covered by the screen story, but due to the fast action of the picture, more comedy is packed into the two reels than it was possible to include in five or six reels a few years ago. The result is concentrated amusement—two hours of fun in thirty minutes."

REVERSE EVENTS IN HIS PICTURE

(Prepared as advance publicity story)

Jimmie Adams got the natural course of events all jazzed up in making his latest Educational-Christie Comedy "Step Fast," which will be at the Theatre. He was recently married in real life to Virginia Warwick, a Hollywood actress. Jimmie and his bride went on their honeymoon trip and then, when it was all over, Jimmie went to work at the Christie studio in a wedding comedy in which he was married to Vera Steadman.

Just before Jimmie's real marriage took place he had made a comedy called "Why Hurry" in which he was already married and the proud papa of a bouncing comedy baby.

PROTECT YOUR PROFITS

Amusement insurance—insurance against the elements—has come to be a big factor in staging outdoor spectacles. Baseball games, prizefights, horse-races, county and state fairs, carnivals and all kinds of outdoor enterprises are protected by insurance against inclement weather which might interfere with the profits of the affair.

The indoor theatre manager—the manager of indoor attractions, can not avail himself of this kind of protection in the manner in which the outdoor showman can. But he can insure himself against loss of profits in another way.

Advertising is the best insurance for profits. It is the best insurance that a business can have. Firms—big ones—spend more money in a month advertising their product than they do for fire insurance or similar insurances in a year.

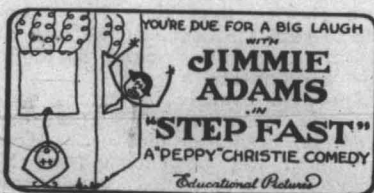
Why?

Because they know that without Advertising their product would not be sold. The fire insurance protects their plant and stock against loss by fire—but advertising protects their business and their sales.

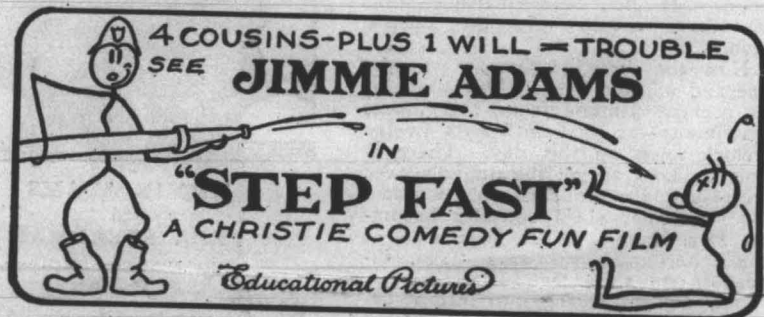
The motion picture exhibitor can avail himself of the same kind of protection by advertising his entire program. Advertising half of your program is an unwise as protecting half of your theatre with fire insurance.

Advertise every item on your program for an entire insurance against loss of profits. Your business, your future, the good will of your patrons are mighty valuable assets. You can protect these, as well as your daily profits by the consistent use of advertising on your Short Subjects.

The little electros illustrated below can be secured from your exchange. The electros are sold at a nominal sum and the mats are free.



One Column by One Inch "Ad" Cut
For Electro Order No. 3515-E
For Mat (Free) Order No. 3515-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3516-E
For Mat (Free) Order No. 3516-M

For Three Column cut on page One Order
Electro No. 3517-E Mat (Free) No. 3517-M

ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

Black and White 8 x 10 Photos
(Ten Photos to set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

Jimmie Adams in "Step Fast," a Christie laughing feast in two reels. * * * *

Jimmie Adams and Vera Steadman in a side-splitting Christie Comedy, "Step Fast." * * * *

Two reels of fast fun in "Step Fast," Christie's latest two reel comedy with Jimmie Adams and Vera Steadman. * * * *

A real riot of fun. The Educational-Christie Comedy "Step Fast" with Jimmie Adams, Vera Steadman and a big Christie cast. * * * *

Clean, fast and clever comedy, "Step Fast"—An Educational-Christie Comedy with Jimmie Adams and a big cast.

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